



**Goal 1: Develop the Business District into an attractive environment for both Mt. Airy residents and visitors**

- **Strategy 1.1: Develop attractive gateways at both entrances to the Business District**
- **Strategy 2.1: Make the Business District more pedestrian friendly**
  - *Action Step 1.2.1: Design and implement a well-lit, aesthetically pleasing, safe, and uniform streetscape*
  - *Action Step 1.2.2: Study the feasibility of landscape medians, bump outs, raised crosswalks, etc.*
  - *Action Step 1.2.3: Create more public gathering spaces that are programmed year-round*
- **Strategy 2.3: Hold more events within the Business District**
  - *Action Step 2.3.1: Build partnerships with local businesses to host these events.*
- **Strategy 2.4: Address litter challenges in the Business District**

**Goal 2: Improve the built environment of the Business District**

- **Strategy 2.1: Strategically acquire and redevelop property according to the Urban Design Overlay District standards**
- **Strategy 2.2: Work with the Department of Transportation & Engineering to implement the KZF study recommendations**
  - *Action Step 2.2.1: Study the feasibility of an access road behind the eastern businesses to help eliminate lefthand turns onto Colerain Avenue*
- **Strategy 2.3: Focus on maintaining and creating building facades that contribute to the streetscape of the Business District**
  - *Action 2.3.1: Help current businesses freshen up their storefronts*



**Goal 3: Create a Business Association to recruit new businesses while building on existing assets**

- **Strategy 3.1: Engage and support existing business and property owners**
  - *Action Step 3.1.1: Partner with Thortons to manage litter on and around their property*
- **Strategy 3.2: Identify and recruit destination businesses and uses**
  - *Action Step 3.2.1: Consider creating a restaurant district in the northern part of the Business District*
  - *Action Step 3.2.2: Recruit amenities that complement activities in the Mt. Airy Forest or that are missing from the area, such as a sit-down restaurant, bike shop, etc.*
  - *Action Step 3.2.3: Add senior housing in the Business District as part of mixed-use buildings*